

PUBLISHING INFORMATION

When your writing project is completed, there are several options available. For those who are not interested in publishing but want to share their stories with a few family members and friends, an inexpensive alternative is available at a local office printing service, like Fed Ex. This solution does not require extensive editing or formatting and staff will help you select the weight and color of paper needed for the interior booklet; front and back cover; and coil binding.

If publishing a magazine or book is your goal, the following summary is selective based on recommendations made by writer friends.

MAGAZINE PUBLISHING

Magazine editors provide specific formatting guidelines to follow when a manuscript is submitted for publication consideration. Select a magazine that publishes articles with a similar genre of interest. Before submitting your work to be published, it is wise to edit or revise your story making sure the storyline flows well, there are no grammatical errors, and words used are not repetitive, and/or misspelled.

1. Authors Publish is a weekly email magazine that features the best publishers and other useful guidance for writers. It is a free newsletter delivered via email on a regular basis. It is also a good resource for submitting manuscripts to a varied list of magazines: <https://www.authorspublish.com>. This newsletter offers informational articles including *20 Approachable Literary Journals by Emily Harstone*, a listing of journals that accept around half of their submissions, <https://www.authorspublish.com/20-approachable-literary-journals/>

2. The Nashville Review is a Vanderbilt University publication that accepts submissions from the community, <https://www.vanderbilt.edu/creativewriting/nashville-review/>

3. Freedom with Writing is a free email subscription newsletter that sends information about paid publishing opportunities and articles on writing. www.freedomwithwriting.com

BOOK PUBLISHING

After you have written a book, there are several publishing paths to consider: *Do-It-Yourself Publishing*, *Self-Publishing Companies* and *Traditional Publishing*.

Before selecting a publishing path, research your alternatives and think about the following considerations that will likely come up during the publishing process: *Professional editing of manuscript*, *Create title*, **ISBN (International Standard Book Number*)**, **Copyright ****, *Cover design*, *Interior design*, *formatting of print book of E-book*, *Illustrations or photographs*, *Cover copy (brief description of book on back cover)*, *Distribution of books to retail outlets*, *Distribution of E-books online*, *Purchasing personal books to sell*, *Shipping books*, *Marketing strategy to an identified target audience*, *Publicity plan*, *Events*, *Website design and Social Media options*.

Most importantly, establish realistic goals as you embark on a publishing journey. Keep in mind that over one million books were self-published in 2018. Before you take the plunge, determine a budget for publishing and have a marketing and publicity plan for selling your book. It will be a satisfying accomplishment.

I. Do-It-Yourself Publishing

An author enters an edited manuscript in an online publishing template to create a book in at least one format (paperback and/or digital/electronic book) and through one or more retail outlets. There are a number of DIY companies online to research and explore. Kindle Direct Publishing is a company recommended by authors I personally know and is why I included it in this document,

Kindle Direct Publishing (KDP), formerly Create a Space Publishing is an Amazon self-publishing service, that allows you to submit a finished manuscript to create a paperback book with no publishing costs. After establishing an account, there are links to a free template along with free formatting tools to help with design and book publication. Instructions for entering your manuscript into a template that is provided are reportedly easy to follow. A free ISBN book number code is offered for a print book option. Amazon is the retail vendor that sells books and manages distribution and royalties. Purchases made by author are available at a discount rate. There are mailing costs for books ordered. Having a personal marketing strategy and publicity plan will be critical for success. For further information on this self-publishing alternative, visit <https://kdp.amazon.com/l/print-on-demand>

II. Self-Publishing Companies

This option offers comprehensive professional services for publishing in print and digital formats as well as marketing and selling your book. It is a one-stop shop for self-published authors offering a smorgasbord of specific services in a variety of packages. With each feature selected there are additional costs. However, when a package is selected, it is clear what services you will receive and the cost of printing a book. The author makes all decisions regarding the book from front to back cover and a staff person from the publishing company offers professional assistance along the way. When completed, a draft copy of the book is sent for review and corrections prior to finalizing and printing the book. Self-publishing companies handle the distribution of your book to retail outlets and offer a discount to authors based on the number of books requested; managing royalties (small percentage) and mailing checks quarterly to author. Keep in mind that the success of your book sales is dependent on your marketing and publicity plans. Publishing companies offer a marketing feature for an extra fee but I am unaware of their effectiveness at selling books.

1. **Author House** provides supported self-publishing services with a variety of publishing packages that include different service (and price) options. My personal experience with Author House in 2013 was that professional services were provided by knowledgeable staff and the book was well done. The cost incurred for publishing was moderately high. Costs for ordering books were directly related to the number ordered. In 2019, a number of consumer complaints were listed online but my experience over has been satisfactory. For further information about Author House visit <https://www.authorhouse.com>.

2. **Mira Digital Publishing** is another self-publishing option with good recommendations. Prices vary. For further information, visit www.mirabooksmart.com

III. Traditional Book Publishing

The first step is to find an agent interested in your manuscript who wants to represent your work and find a suitable publisher. One way to search for an agent is to go to the Association of Authors' Representatives, Inc. website at www.aaronline.org. The names of agents are listed by genre categories. Identify multiple agent possibilities and send out a query letter and/or manuscript as indicated. Keep a detailed list of the agents contacted. Other authors I know have found an agent by networking with other writer's and/or while attending a writer's conference. The publication process can be a long one. However, it is possible to find an agent who will represent your work with publishing companies interested in purchasing this book. If the book sells, the agent assists with contract negotiations and the author turns over the rights of content to the publisher. An author may receive an advance for a book and will not have publishing expenses. However, there is no guarantee the book will be promoted. Publishing companies may have a sales force that can write book reviews for its' authors but usually their focus will be on promoting books that have well-known authors. Think creatively and understand that marketing your book will be an ongoing process.

**ISBN (International Standard Book Number) is a code for identifying commercial books for a variety of purposes, including inventory control; sales tracking; and order processing by booksellers, wholesalers, distributors. It is important to have an ISBN number if you plan to sell your book. Self-publishing companies also provide your book with an ISBN number as a service.*

<https://www.thebookdesigner.com/2010/03/isbn-for-self-publishers-answers-to-20-of-your-questions/comment-page-7/>

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References

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<https://www.writerscookbook.com/famous-books-you-didnt-know-were-self-published/>

